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ORIENTAL STUCCO





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FOREWORD



IN ALL times and in all lands, stucco has been a favored building material. The fact that, properly made, it is durable to the point of permanence, combines readily with such other building materials as brick, stone and concrete, and is comparatively inexpensive to obtain and apply, gives stucco a very practical building value.

The further fact that stucco may be colored to suit the builder's taste or requirements, and that while plastic it may be worked up in any texture to harmonize with either period design or original style gives it rare possibilities for the achievement of architectural beauty.

The chief limitation of stucco up to this time has been the difficulty of obtaining exactly the texture that characterizes a certain period or style, and, even more, of producing the desired color when that color may be mixed on the job, or of matching a certain color when the batches are mixed at different times or under different conditions.

Now the United States Gypsum Company has perfected a scientifically compounded stucco, ready mixed in the desired shade of mineral color. It is waterproof, non-staining, plastic, easy to apply, and permanently durable.

Through extensive research and investigation in co-operation with members of the Chicago Art Institute, there have been developed in *Oriental Stucco* the characteristic textures and colors associated with each of the principal architectural periods. Several of these periods much favored in building today are dealt with in pictures, plates and text of this book.

Oriental Stucco comes ready prepared from the factory, and all that is needed is the addition of clean water and proper manipulation by the workman to produce in *Oriental Stucco* the beautiful texture and color effects that mark the finest of both Old World and Modern stucco work.



HOME OF CRAIG HEBERTON, MONTECITO, CALIFORNIA. *Geo. Washington Smith, Architect*
FOR AN EXPRESSION OF THE SPANISH IN ORIENTAL STUCCO, SEE PLATE O-III.

SPANISH

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HE SPANISH type of building is usually centered on a court, sometimes enclosing it on three sides, sometimes surrounding it entirely.

The walls are heavy and thick, with broad, unbroken surfaces, and creating pronounced shadows at every angle. Ornamental iron grillework appears at balconies and window openings.

Spanish in all its periods and for almost every purpose calls for a lavish use of stucco. The walls are rough in texture—the result of surface finishing with a coarse brush or trowel—and high in color—pinks, yellows, chalk-whites and greys predominating.

Spanish architecture, with all it embodies of texture and tone and incidental ornamentation, is very popular in all parts of America today, for homes, country club houses, and similar buildings.

For the reproduction of these exteriors with their charming combination of texture and color, Oriental Stucco is the perfect material. It will take any degree of rough texture desired. It comes ready-mixed in suitable colors that are durable and color-fast under all climatic conditions.



EXTERIOR, VILLA BONDI, FLORENCE, ITALY. From "Smaller Italian Villas and Farm Houses"
 Courtesy of Publishers, Architectural Book Publishing Company, New York.
 FOR AN EXPRESSION OF ITALIAN IN ORIENTAL STUCCO, SEE PLATE O-II.

ITALIAN

EXPANSE, texture and color—these three characterize the beautiful building that Italians have done from earliest time in stucco and stone. The broad and plain surfaces of the walls are broken only by door and window openings, affording full opportunity for free, bold working of the stucco. The curved sweeping marks of the trowel clearly identify Italian style, whether of today or centuries ago.

The second outstanding characteristic of the Italian manner is the artistic use of colors—buffs, pinks, creams and warm reddish hues, along with dazzling whites. You see these charming colors blended with the rough textured exteriors of homes, villas, palaces and public buildings.

No material is better suited to the reproduction of the Italian style in all its beauty and variety than Oriental Stucco. By proper troweling the exact degree of texture desired, from rough to smoothest finish, is obtainable with Oriental Stucco. And as for the colors, whether deep hues or soft tints, the special value of Oriental Stucco is that it is supplied in the tone required.



HOME OF JEROME HARRINGTON, WICHITA, KANSAS. *Lorenz Schmidt & Co., Architects, American Architect*
FOR AN EXPRESSION OF THE ENGLISH IN ORIENTAL STUCCO, SEE PLATE O-IV.

ENGLISH



HERE is a great vogue in America today for homes, country club houses and other buildings designed on the English order. The style is particularly popular with builders of both medium-size and large suburban homes.

Rough-textured stucco showing broad, irregular trowel marks, in combinations of half-timbered work, brick or stone; sharp-pointed gables, overhanging stories—these are the unmistakable outlines of the English home and hall.

For decoration, there is often seen the pargeting introduced by the Italian craftsmen who came wandering through England in the early 16th century. Here and there plain panels are beautified with a rough-cast pebble dash in varied hues, or perhaps with a design in low relief.

Soft colors, buffs, tans and greys, prevail in this English style.

For both the characteristic working and the distinctive coloring of English design, Oriental Stucco has a perfect adaptability. The shades and tones obtainable in Oriental Stucco are the soft hues which only mellowing time brought to the English. And as for the texture, a broad, heavy-handed troweling brings out in Oriental Stucco the English character to the life.



RESIDENCE OF AVERY COONLEY, RIVERSIDE, ILLINOIS. *Frank Lloyd Wright, Architect*
 From "Ausgeführte Bauten," Courtesy of Publishers, Ernst Wasmuth, A. G., Berlin
 FOR AN EXPRESSION OF THE MODERN AMERICAN IN ORIENTAL STUCCO, SEE PLATE O-VII.

MODERN AMERICAN

MODERN American architecture selects with freedom from the types and styles of many climes and ages. And for the expression of its choice, there is no material in greater favor now than stucco. Americans are building homes, country clubs and other structures of stucco in every design from the clear and plain lines of New England Colonial to that blend of Spanish Mission, Italian, French and other influences which is known as Californian.

There is a wide variety in the surface textures employed, ranging from the almost smooth trowel-and-float finish to the coarse-grained, heavily marked troweling of the Spanish.

Colors appear to be gaining in favor. The old dull grey of first American attempts has given way completely to pleasing effects in pure whites, greys and ivories, reddish browns, pinks, buffs and yellows.

To this newer and finer American building in stucco, Oriental Stucco brings the advantages of a perfect working medium, capable of taking any texture, and coming ready-mixed in the colors desired.



HOUSE IN WANNSEE, ROBERTSTRA
Architect, Emil Schaudte, Berlin,

FOR AN EXPRESSION OF THE MODERN EUROPEAN IN ORIENTAL STUCCO, SEE PLATE O-IX.

MODERN EUROPEAN



THE KEYNOTE of modern European architecture is freedom—freedom to be various, to be individual, to be original. And the unsurpassed material for the expression of this artistic freedom is stucco.

Whatever combination of texture, color and form the designer desires to create, stucco is ready to embody it.

The popular surfacings include the semi-smooth but irregular trowel textures, plainly showing the marks of the trowel; the brush finish, the pebble-dash, and the float.

The entire range of color is used in this Modern European architecture—cream whites and greys, buff greys, and pinks. Bright brick, tile, mosaics and other color reliefs are frequently combined with the stucco.

With Oriental Stucco it is possible to obtain in the color desired any of the Modern European textures, from coarse to refined, or, for that matter, any combination of tone and texture desired.



ORIENTAL STUCCO

Its Qualities and Uses



ARCHITECTS in every land have long regarded stucco as the ideal medium for the expression of beauty in form, texture and color, but heretofore certain limitations in both the material itself and its application have kept stucco from attaining the prominent place in American architecture that it deserves.

Oriental Stucco Base Coat

Oriental Stucco Base Coat is a scientifically prepared base for Oriental Stucco Finish. It contains the proper amount of uniformly graded sand, thus eliminating the possibility of the joinings in the base coat showing through the delicate shadings of the finished surface, and Oriental Stucco Base Coat is ready for use on the job by adding water only. Being factory-mixed, Oriental Stucco Base Coat thus eliminates the trouble of adding other materials at the job, and the danger of oversanding.

Oriental Stucco Finish

Oriental Stucco Finish is prepared from a scientific formula based on the finest of Old World stuccos that are in excellent preservation after centuries of exposure, and one that has been in successful use in American construction for more than a decade. Oriental Stucco is made in white and in nine standard colors. Its ingredients are automatically weighed and mixed by machine, thus insuring exactly the right proportions and a thoroughly uniform mixture and color—the two essentials to good stucco which are so difficult to obtain when mixing is done at the job. Oriental Stucco Finish is delivered ready for use by the addition of clean water only.

Working Qualities

Oriental Stucco Base Coat and Oriental Stucco Finish mix easily with water, and both work easily and freely under the trowel. Oriental Stucco Finish has the necessary plasticity to produce the desired texture at its best. It has maximum covering capacity, and thus joins to easy working qualities the advantage of utmost economy.

Permanence The beautiful color effects obtainable with Oriental Stucco Finish are unfading and permanent, even when exposed to extremes of heat and cold, moisture or dryness. The setting time of the material is so regulated that it is possible for the workman to take the necessary time to apply it properly, thus avoiding the unsightly shadows and joinings that mar the effects of ordinary stucco.

Color With the wide range of textures and colors offered by Oriental Stucco, and the assurance of permanence and uniformity in the color, the architect may be confident of reproducing with Oriental Stucco all the beauty as well as the durability of Old World stucco.

S P E C I F I C A T I O N S

Oriental Stucco Base Coat and Oriental Stucco Finish are supplied in paper bags containing 80 lbs.

Physical Properties Oriental Stucco Base Coat is a Portland Cement base compounded with ingredients to make it water-resisting and plastic; including also the correct proportion of uniformly graded sand. Oriental Stucco Finish is a hydraulic lime base compounded with ingredients to make it waterproof and non-staining and is mixed with mineral colors.

Colors Oriental Stucco Finish is made in white and nine colors. The mineral colors insure definitely uniform and permanent colors on the job.

Mix With Clean Water Add clean water only to Oriental Stucco Base Coat and Oriental Stucco Finish to make them ready for use. The material is complete as delivered and when mixed with clean water provides the most uniform quality stucco.

Bases Upon Which Applied Oriental Stucco may be applied over metal lath, wire lath, tile, brick, concrete, and over Gyplap Wall Construction. It is also especially adaptable for overcoating old cement stucco walls, masonry surfaces, and the walls of frame buildings.

Successful stucco work depends in a large measure upon suitable design of the structure, and upon careful preparation of the lath or other surface intended to receive the stucco.

Application of Base Coat The Base Coat is to be applied in the same fashion as Portland Cement stucco. It is put on in two coats. The first coat should be scratched and allowed to dry thoroughly; then followed with a brown coat, properly floated to straighten the work. The brown coat must be allowed to dry completely to

permit shrinkage to take place; then wet down before applying Oriental Stucco Finish.

Application of Finish The instructions on the back of the plates in this book tell how the textures shown may be obtained in Oriental Stucco Finish. In addition to the period textures illustrated in these pages, Oriental Stucco Finish is adaptable to the entire range of stucco treatment known to architects. It is equally easy to achieve in Oriental Stucco Finish the smooth trowel, stipple, sponge, sand-sprayed, rough-cast, spatter-dash or applied aggregate finishes, according to individual taste or requirements.

Thickness of Coats The scratch coat should be not less than one-half inch thick; the brown coat three-eighths inch and Oriental Stucco Finish one-eighth to one-quarter inch thick, making the total thickness of stucco average one and one-eighth inch.

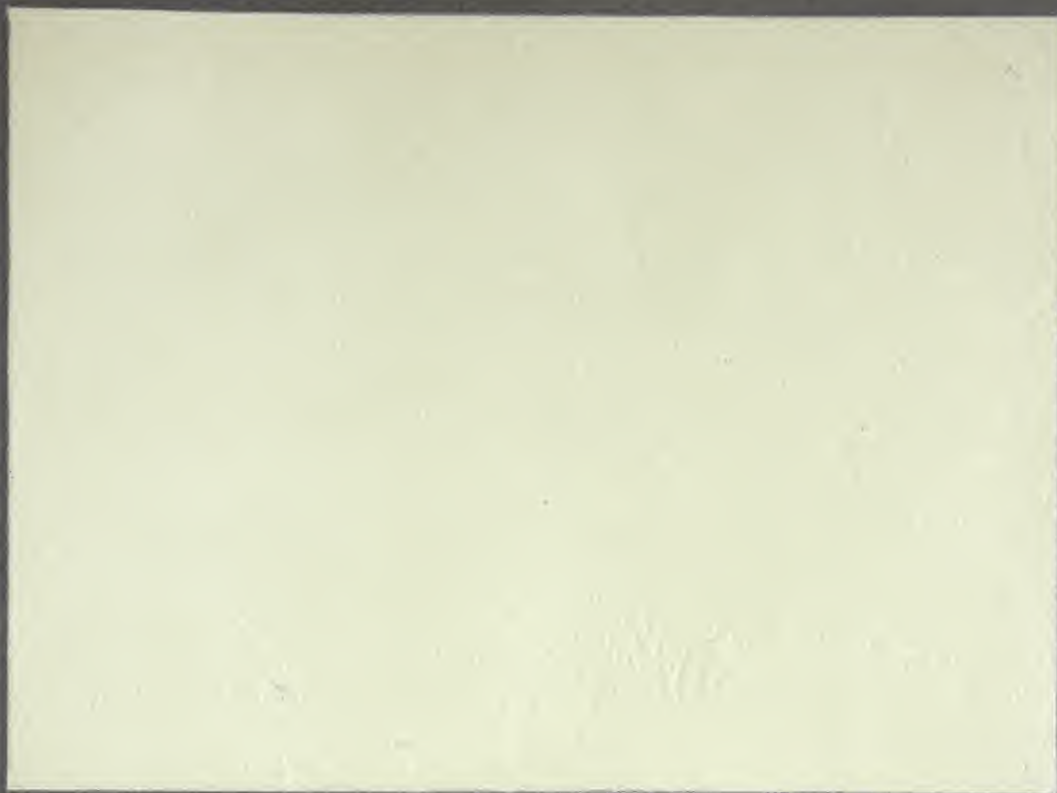
Covering Capacities *Base Coat*—The covering capacity of Oriental Stucco Base Coat depends upon the thickness of the coat and the skill of the workman applying it.

One ton of Oriental Stucco Base Coat applied one-half inch thick as a scratch coat over metal lath, wire lath, Gyplap Wall Construction, concrete and brick with flush joints, should cover approximately forty square yards. If joints on brick are raked, about thirty square yards will result. Applied three-eighths inch thick as a brown coat over the scratch coat, one ton should cover about fifty square yards.

Finish Coat—The covering capacity of Oriental Stucco Finish depends upon the thickness of the coat and the skill of the workman applying it. One ton of Oriental Stucco Finish will cover about 150 to 200 square yards. With a light dash, a greater covering capacity can be obtained. *For best results, Oriental Stucco Finish should never be applied to a thickness greater than one-eighth inch to one-quarter inch.*

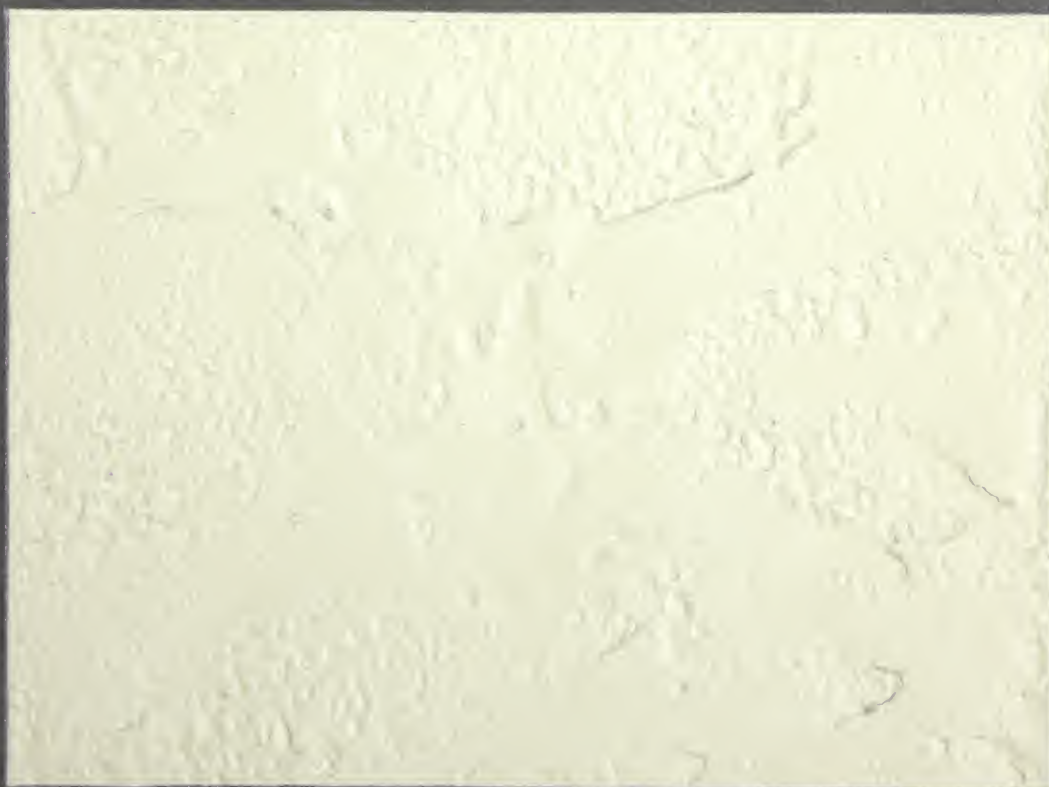
How to Order Oriental Stucco Finish should always be ordered by number on the color plates.

Available Everywhere Oriental Stucco Base Coat and Oriental Stucco Finish may be purchased from dealers in United States Gypsum Company products.



Reduced four times from the original

ORIENTAL STUCCO
An expression of Modern American
Plate O-VII



Patent Applied For

Reduced four times from the original

ORIENTAL STUCCO
An expression of Modern Californian
Plate O-X

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SPANISH

The Spanish texture is produced by applying Oriental Stucco Finish over the base coat, and then sweeping it with a large wall brush to obtain the texture shown.

The color for this finish is Oriental Stucco Finish No. 5.

GREEK

To obtain the texture shown, Oriental Stucco Finish is applied rather irregularly over the base coat. A thinner mixture of Oriental Stucco Finish is quickly dashed over it and the surface, when slightly set, is struck off with a trowel.

The color for this finish is Oriental Stucco Finish No. 18.

ITALIAN

For this texture apply Oriental Stucco Finish unevenly over the surface, and as it begins to set, roughen it by dragging the back edge of the trowel.

The color for this finish is Oriental Stucco Finish No. 45.

CALIFORNIA MISSION

The texture shown on this Plate is produced by the methods used by any good workman to obtain the rough cast or spatter dash finish. The Oriental Stucco Finish is brought to an even surface and then spattered with a thinner creamy mix, using a long fiber brush or whisk broom.

The color for this finish is Oriental Stucco Finish No. 28.

ENGLISH

Oriental Stucco Finish is mixed to a thick consistency and applied to the surface in a thick coat. The texture is then worked in by a series of semi-circular sweeps of the trowel, held at an angle so that it gouges the surface.

The color for this finish is Oriental Stucco Finish No. 43.

COLONIAL

This finish is obtained by first applying Oriental Stucco Finish to a smooth even surface and then rubbing with a wood float.

The color for this finish is Oriental Stucco Finish White.

FRENCH

The Oriental Stucco Finish is simply applied with a trowel and then smoothed out with a large brush.

The color for this finish is Oriental Stucco Finish No. 8.

MODERN EUROPEAN

Oriental Stucco Finish is applied in a thin, even coat with the trowel. The texture is then worked in by manipulation of the trowel at various angles.

The color for this finish is Oriental Stucco Finish No. 14.

MODERN AMERICAN

This finish is obtained by first applying Oriental Stucco Finish to a smooth even surface and then rubbing with a wood float.

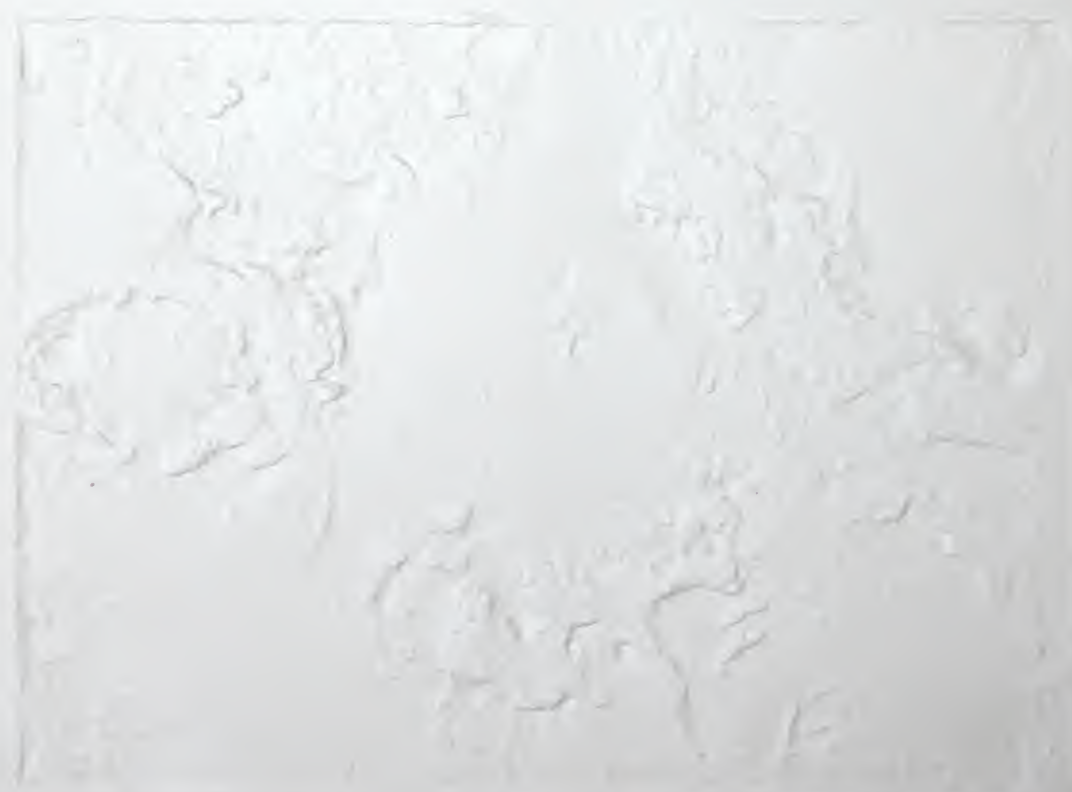
The color for this finish is Oriental Stucco Finish No. 15.

MODERN CALIFORNIAN

The Oriental Stucco Finish is applied evenly to the surface with a metal trowel and is then dashed with a thinner creamy mix of stucco. When the stucco has started to set, it is struck off at random with the trowel.

The color for this finish is Oriental Stucco Finish No. 57.







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